## WDAF - TV - Issue Ad Public File Checklist

Mo PMCSA	
Name of Sponsoring Organization	
Accepted: (mar	k one)
Class of Time: 1550 E	
Flight dates and times	
Rate charged	
1201 C	
Description of Issue	
205 E CAPITOL A	106
Address of Sponsoring Organization  Teffensor City  5 7 3 -6 35 - 711	MS 65101
2 73-1035-71	7
Telephone Number of Sponsoring Organization	Email Address
Sponsor's Officers/Directors/Executive Committee	ee
CHRIS KEMPH	PRESIDENT
	4 AND AS PROMOTED AND DECEMBER OF SECURITY OF SECURITY AND ASSESSMENT OF SECURITY OF
Description of substantiation provided (if any)	
and the second s	
Proper Sponsorship Identification: Yes	No
QUL-	
2	Date

00:15:00



## WDAF-TV ORDE

583233 /

Contract / Revision

Flight Dates 10/16/12-10/22/12

 Product
 Estimate #
 C16C22

 MISSOURI PMCSA
 Alt Order #
 09842331

Order Sep

Original Date / Revision Agency Com 15% Billing Type Cash

10/15/12 10/15/12 Billing Cashest Order Type GENER

10/15/12 10/15/12 <u>Billing Contact</u> <u>Order Type</u> GENERAL

Advertiser Missouri PMCSA

Billing Cycle EOM/EOC

814 King Street Billing Calendar BROADCAST
Suite 400
Alexandria, VA 22314
Demographic A35+

Agency Smart Media Group LLC Rev Codes SP-POL ISS POL Buving Centact

Sales Office DC-M Product Codes PL2C

814 King Street Sales Region NAT Priority 2

Agency Ref

Suite 400 Agency Ref Advertiser Ref
Alexandria, VA 22314

Primary Account Executive
Dan Driscoll

Account Executive Order% Start Date End Date

Dan Driecell 100%

Order Share 25% Market Value 73500

Competing Station % of Order Amount KCPT % Ö **KCTV** 25% 18375 KCWE % 0 KMBC 25% 18375 KMCL % 0 **KPXE** % 0 **KSHB** 25% 18375 **KSMO** % O

**Order Totals** Billing Plan Month # of Spots Rating Start Date End Date Net Amount Gross Amount # Spots Net Amount Gross Amount October 2012 19 \$15,616,75 \$18,375.00 0.00 10/01/12 10/22/12 \$15,616,75 \$18,375.00 18 \$18,375.00 0.00 Totals \$15,618.75

Ln		Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type S	Total pols	a Amount
E 2	4	10/17/1	2 10/17/12	M-F 9-10a M-F 9-10a	CM-Ali	9-10a	M = = = =	30	1	\$500,001	0.60 NM	1	\$600.00
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1.6	<u>St</u> Veek: 10	art Date	End Date 10/21/12	Weekdays w	Spots/Week	<u>Rate</u> \$500.00	Rating						
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E 3	4	10/18/17	2 10/18/12	M-F 9-10a	CM-AII	9-10a	NO NO. 10. 3 10 10. 10. 10.	:30	1	\$500.Q01	0.00 NM	1	\$500.00
				M-F 9-10a									
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	Str	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	jesk: 10	/15/12	16/21/12	~ m = - 1 ,	1	\$500.00	0.00						

Print Date: 10/15/12

Page 2 of 3



Contract / Revision

583233

Flight Dates 10/16/12-10/22/12

<u>Hiatus Dates</u>

<u>Original Date / Revision</u> 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser Missouri PMCSA

Product MISSOURI PMCSA

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Ln Ch	Start	End	Inventory Code		No. of the Control of	Time Days	Len Sp	ots	Rate Pri	CONTRACTOR OF THE PARTY OF THE	Spots	Amount
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7 4	10/17/1	2 10/17/12	M-F 12p-1p	CM-AII	12-1p		:30	1	\$500.001	N/A 00.0	1	\$500.0
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8 4	10/15/1	2 10/18/12	M-F 12p-1p	CM-AII	12-1p	T	:30	1	\$500.001	0.00 NM	1	\$500.0
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	I NEWS	End Pata	Moduleus	Castaffficate	Pala	Pating						
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	INEWS											
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· 144. 75	ron (sur.	e iniáit	M-F 4-5p	Citivan	-1af2	,	.05	,	*******	A NO ISTAIL	,	A31.14.50
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	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
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1,500			Su 7-8a									



583233

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Print Date: 10/15/12

Advertiser Missouri PMCSA

Product MISSOURI PMCSA

Ln C	h Start	End	Inventory Code	Break	Start/End	Time Days	Len S	note	Data Dri	Rtg Type	Tota	als Amount
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E 21	4 10/17/1	2 10/17/12		CM-All	9-930p	W	:30	1	\$1,800.001	0.00 NM	1	\$1,800.00
EC	X NEWS AT	3	9-930p		(9:00 PM-9:	30 PM)				ĺ		
F . C	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				ı		
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degram against the second	The second second second	2 10/18/12	M-F 9-10p	NAME OF TAXABLE PARTY AND ADDRESS OF TAXABLE PARTY.	930-10p	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	:30	4	\$1,800,001	0.00 NM	1	64 000 00
-	- (M. (S)	# 100 (SH 14)	930-10p		(9:30 PM-10	•	.ou	1	91,000,00 i	O'DO MINI	1	\$1,800.00
FO	X NEWS AT	)	waran raske		farms i wo	100 (191)				1		
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Week	: 10/15/12	10/21/12	~ ~ ~ F ~ »	1	\$1,800.00	0.00						
E 24	4 10/22/1	2 10/22/12	M-F 0-10p	CM-All	930-10p	M	:30	1	\$1,800,001	0.00 NM	1	\$1,800.00
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3.85 . 6	Start Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
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tok g™ į	25 Start Date	End Date	Weekdaya	Spats/Week	Rate	Rating						
Meak	21801 11918 : 10/15/12	10/21/12	T		23,000.00	0.00						
A A GG B	. 10/10/16	14/4//16			\$4,909.0 <b>0</b>	U.VV				Tetala	rio 400 consistente mes	18,375.00

C16C22

EOM/EOC



# KNUSIEN

#### Flight Dates 10/16/12-10/22/12

00:15:00 Order Sep

**Product** Estimate # MISSOURI PMCSA Alt Order # 09842331

583233 Contract / Revision

Billing Type Cash Original Date / Revision 15% Agency Com Order Type **GENERAL** 10/16/12 10/16/12 **Billing Contact** 

Billing Cycle Advertiser Missouri PMCSA Billing Calendar BROADCAST 814 King Street

Suite 400 Demographic A35+ Alexandria, VA 22314

Agency Smart Media Group LLC SP-POL ISS POL Rev Codes **Buying Contact** 

Sales Office DC-M Product Codes PL2C 2 Sales Region NAT **Priority** 814 King Street

Agency Ref Advertiser Ref Suite 400 Alexandria, VA 22314

**Primary Account Executive** Dan Driscoll

Week: 10/15/12

End Date Account Executive Order% Start Date

----F--

10/21/12

100%

Dan Driscoll Order Share 25% Market Value 121500

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	30375
KCWE	%	0
KMBC	25%	30375
KMCI	%	0
KPXE	%	0
KSHB	25%	30375
KSMO	%	0

**Billing Plan Order Totals** Rating Start Date End Date # Spots Net Amount Gross Amount # of Spots Net Amount Gross Amount Month 0.00 10/01/12 10/22/12 23 \$25,818.76 \$30,375.00 October 2012 23 \$25,818.75 \$30,375,00 0.00 \$25,818.75 \$30,375.00 23 Totals

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Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
2	4	10/17/12	10/17/12	M-F 9-10a M-F 9-10a	CM-All	9-102	W	:30	1	\$500.00 1	MM 00.0	1	\$500.00
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3	4	10/18/12	10/18/12	M-F 9-10a M-F 9-10a	CM-AII	9-10a	T	:30	1	\$500.00 1	0.00 NM	1	\$500.00
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4	4	10/19/12	10/19/12	M-F 9-10a	CM-All	9-10a	F	:30	1	\$500.001	0.00 NM	1	\$500.Q0
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0.00

\$500.00

Print Date: 10/16/12

Page 2 of 3



Contract / Revision

583233

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/16/12/ 10/16/12

Order Sep 00:15:00

Advertiser Missouri PMCSA

Product MISSOURI PMCSA

5 4	10/22/1	2 10/22/12	M-F 9-10a	CM-All	9-10a	М	:30	1	\$500.001	0.00 NM	1	\$500.00
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7 4		2 10/17/12	M-F 12p-1p	CM-All	12-1p	W+	:30	1	\$500.001	0.00 NM	1	\$500.00
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Đ 🖦	10/16/1	& 10/19/14	M-F 12-1p	7-141-MII	14-1p	,	.20	•	\$50.00 i	0.00 19191	,	8980.H
NOON	NEWS		121 1 200 1 PK									
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9 4	10/19/1	2 10/19/12	M-F 12p-1p	CM-All	12-1p		:30	1	\$500.001	0.00 NM	1	\$500.00
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12 4	10/18/1	2 10/18/12	M-F 4-Sp M-F 4-Sp	CM-All	4-20	1	.30	í	\$915.00 £	O'OO MINI	1	φ <i>313.Q</i> 3
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14 4	10/17/1	2 10/17/12	M-F 7-9a	CM-All	7-9a	~-W~-~-	:30	1	\$825.001	0.00 NM	1	\$825.0
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15 4		2 10/18/12	M-F 7-9a	CM-All	7-9a	7	:30	1	\$825.00 1	0.00 NM	1	\$825.0
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E ( perme at 1 and			M-F 7-9a									
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	art Date	End Date 10/28/12	Weekdays M	Spots/Week 1	Rate \$825.00	Rating 0.00						
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583233

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/16/12/ 10/16/12

Order Sep 00:15:00

Advertiser Missouri PMCSA

Product MISSOURI PMCSA

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	ime Days	Len S	pots	Rate Pri	Rtg Type \$	Tota Spots	Amount
18 4		2 10/21/12	8u 7-9a Su 7-9a	CM-All	Su 7-9a	- w w w w w S	:30	1	\$509.001	0.00 NIM	1	\$500.00
	7A SUN					- ·				I		
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
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21 4 EOV NI	10/17/1 EWS AT 9	2 10/17/12	M-F 9-10p 9-930p		9-930p (9:00 PM-9:	W 30 PM)	:30	ı	\$1,800.001	U.UU MIVI	ĭ	\$1,600.UV
<u>Sta</u>	ırt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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22 4		2 10/18/12	M-F 9-10p 930-10p		930-10p (9:30 PM-16	:06 PM)	:30	1	\$1,800.001	MIA OD,Q	1	\$1,800.00
	EWS AT 9									ı		
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
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23 4		2 10/19/12	M-F 9-10p 930-10p		930-10p (9:30 PM-10	:00 PM)	:30	ĭ	\$1,800.00 1	0.00 NM	1	\$1,800.00
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	ert Date	End Date	Weekdays	Spots/Week	Rate	Rating 0.00						
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24 4	10/22/1	2 10/22/12	M-F 9-10p	CIVI-AII	930-10p	Manager Manager	:30	ι	\$1,800.001	U.UU NIVIS	1	\$1,800.00
EOV NI	EWS AT 9	<u> </u>	930-10p		(9:30 PM-10	(UU PNI)						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				I		
Week: 10		10/28/12	M		\$1.800.00	0.00						
25 4		2 10/18/12	MLB Champions				:30	1	\$3,000.001	0.00 NM	1	\$3,000.00
÷0 3	1011011	er ich ich ier	MLB Championsi		(7:00 PM-16	30 PM)			2	ì		* ***
NLCS				•	`	i				1		
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				ļ		
Week: 10	/15/12	10/21/12	T	1	\$3,000.00	0.00						
N 26 4	10/18/1	2 10/18/12	MLB Championsl MLB Championsl		3р-СС	T	:30	2	\$3,000.00 1	0.00 NM	2	\$6,000.00
Sta	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/21/12	T	2	\$3,000.00	0.00						
N27 4	10/19/1	2 10/19/12	MLB Champional MLB Champions		3р-СС	an air an air be var an	:30	2	\$3,000.001	0.00 NM	2	\$6,000.00
Str	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12			\$3,000.00	0.00						
					CANADA CA					Totals	23 8	30.375.00

POL



Original Date / Revision

### Flight Dates 10/23/12-10/29/12

Order Sep 00:15:00 **Product** Estimate # C23C29 **MISSOURI PMCSA** Alt Order # 09842332 Billing Type Cash Agency Com 15% Order Type **GENERAL Billing Contact** Billing Cycle EOM/EOC 814 King Street Billing Calendar BROADCAST Suite 400 Demographic A35+ Alexandria, VA 22314

Smart Media Group LLC <u>Agency</u>

10/17/12

**Buying Contact** 

Advertiser Missouri PMCSA

814 King Street Suite 400 Alexandria, VA 22314 Sales Office DC-M

Sales Region NAT Agency Ref

Rev Codes SP-POL ISS

Product Codes PL2C

**DEFAULT** 

Advertiser Ref

**Priority** 

#### Primary Account Executive Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

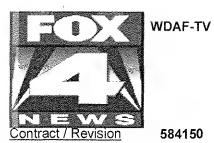
10/17/12

Order Share 23% Market Value 95108

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	23777
KCWE	2%	1902
KMBC	25%	23777
KMCI	%	0
KPXE	%	0
KSHB	25%	23777
KSMO	%	0

Order Totals	\$			Billir	ıg Plan			
Month	# of Spots	Net Amount	Gross Amount	Rating Start Date	End Date	# Spots	Net Amount G	Pross Amount
October 2012	20	\$15,937.50	\$18,750.00	95.70 10/01/12	10/28/12	20	\$15,937.50	\$18,750.00
November 2012	3	\$2,656.25	\$3,125.00	14.00 10/29/12	10/29/12	3	\$2,656.25	\$3,125.00
Totals	23	\$18 593 75	\$21,875,00	109.70				

											Tota	s
Ln Ch	Start	End	Inventory Code	Break	Start/End	Tîme Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
E 1 4	10/23/12 at ga	10/23/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T	:30	1	\$500.001	3.50 NM	4	\$500.00
	rt Date	End Date 10/28/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$500.00	Rating 3.50						
E-24- NEWS A		10/24/12	M-F. 9-10a M-F 9-10a	CM-AII	9-10a	~~W~	;30	1	\$500,001	_3.50 NM	1	\$500.00
<u>Sta</u> Week:-1.0/3		End Date 10/28/12	Weekdays	Spots/Week 1	<u>Rate</u> \$500.00	Rating 3.50			PRO			
E 3 4		10/25/12	M-F 9-10a M-F 9-10a	CM-All	9-10a		:30	1	\$500,001	3.50 NM	1	\$500,00
<u>Star</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						



584150 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/17/12/ 10/17/12

<u>Order Sep</u> 00:15:00

Print Date: 10/17/12

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Advertiser Missouri PMCSA

Product MISSOURI PMCSA

Estimate # C23C29

3 4	10/25/1	2 10/25/12	M-F 9-10a	CM-All	9-10a	T	:30	1	\$500.001	3.50 NM	Spots 1	\$500.00
			M-F 9-10a	<b>311.71.</b>	5 ,55	·	.00		, ,	0.00 11		φοσο.στ
NEWS					<b>-</b> .	<b>-</b>						
Sta Week: 10	art Date	End Date 10/28/12	Weekdays T	Spots/Week	<u>Rate</u> \$500.00	Rating 3.50						
4 4	·	2 10/26/12	<del></del>	CM-All	·····	F	:30	1	\$500.001	3.50 NM	1	\$500.00
NEWS			M-F 9-10a				,,,,	·	4000.001	0.00	,	<b>\$</b> 000.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	F	1	\$500.00	3.50						
5 4		2 10/29/12	M-F 9-10a	CM-All		M	:30	1	\$500.001	3.50 NM	1	\$500.00
			M-F 9-10a						·			
NEWS												
	rt Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
Week: 10		11/04/12	M-F 12p-1p	 	\$500.00	3.50 -T	.20		6500 00 d	2.00.3/14	,	<b>6500.00</b>
0 4	10/23/1	2 10/23/12	M-F 12p-1p	CM-All	12-1P	-	:30	1	\$500.001	3.00 NM	1	\$500.00
NOON	NEWS		,							1		
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10.		10/28/12	-T	1	\$500.00	3,00						
7 4	10/24/1	2 10/24/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	W	:30	1	\$500.001	3.00 NM	1	\$500.00
NOON	NEWS		W-1 12-1p									
Sta	ırt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10	/22/12	10/28/12	W	1	\$500.00	3.00						
8 4	10/25/1	2 10/25/12	M-F 12p-1p M-F 12-1p	CM-AII	12-1p	T	:30	1	\$500.001	3.00 NM	1	\$500.00
NOON	NEWS											
	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/28/12	T	1	\$500.00	3.00	·····					
9 4	10/26/12	2 10/26/12	M-F 12p-1p M-F 12-1p	CM-AII	12~1p	F	:30	1	\$500.001	3.00 NM	1	\$500.00
NOON										1		
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/28/12 2 10/23/12		1 CM-All	\$500.00	3.00 -T	:30	4	\$375.002	4.30 NM	4	ቀሳማሮ ለብ
10 4	10/23/17	2 10/23/12	M-F 4-5p	CIVITAII	4-5p	-1	.50	1	\$375,002	4.30 NW	1	\$375.00
JUDGE	JUDY									j		
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/28/12	-T		\$375.00	4.30						
11 4	10/25/12	2 10/25/12	·	CM-AII	4-5p	T	:30	1	\$375.001	4.30 NM	1	\$375.00
JUDGE	JUDY		M-F 4-5p							Ī		
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	T		\$375.00	4.30						
12 4	10/23/12	2 10/23/12	M-F 7-9a	CM-All	7-9a	-T	:30	1	\$825.00 BAR	1 4.70 NM	1	\$825.00
k (= 1 A 1 A			M-F 7-9a									
NEWS	rt Doto	End Data	Meekdaya	Snote AMack	Poto	Poting						
Week: 10/		<u></u>	<u>Weekdays</u> -T	<u>Spots/Week</u> 1	\$825.00	<u>Rating</u> 4.70						
. 10011. 107												
13 4	10/24/12	2 10/24/12	M-F 7-9a	CM-AII	7-9a	W	:30	1	\$825.001	4.70 NM	1	\$825.00





WDAF-TV

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584150 Flight Dates 10/23/12-10/29/12

<u>Hiatus Dates</u>

<u>Original Date / Revision</u> 10/17/12/ 10/17/12

Order Sep 00:15:00

Advertiser Missouri PMCSA Product MISSOURI PMCSA Estimate # C23C29

Ln Ch	Start	End	Inventory Code		Start/End 1		Len Sp		i Rtg Type S		Amount
13 4	10/24/1	2 10/24/12	M-F 7-9a M-F 7-9a	CM-AII	7-9a	W	:30	1 \$825.001	4.70 NM	1	\$825.0
NEWS			W-1 7-3a								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10		10/28/12	W	1	\$825.00	4.70					
14 4	10/25/1	2 10/25/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	T	:30	1 \$825.001	4.70 NM	1	\$825.0
NEWS			W-1 7-5a								
,	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10		10/28/12	T	1	\$825.00	4.70		4 4005.004	4.70 5514		4005.0
15 4	10/26/1	2 10/26/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	F	:30	1 \$825.001	4.70 NM	1	\$825.0
NEWS			WI TOU								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating			1		
Week: 10		10/28/12		1	\$825.00	4.70		0005.004	4.70.104		
16 4	10/29/1	2 10/29/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M	:30	1 \$825.001	4.70 NM	1	\$825.0
NEWS			1017 7 04								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10	······	11/04/12	M	1	\$825.00	4.70					
17 4	10/28/1	2 10/28/12	Su 7-9a Su 7-9a	CM-AII	Su 7-9a	S	:30	1 \$500.001	4.10 NM	1	\$500.0
NEWS	7A SUN		3u 7-9a								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10	······	10/28/12	S	1	\$500.00	4.10					
18 4	10/23/1	2 10/23/12	M-F 9-10p M-F 9-10p	CM-AII	9-10p (9:00 PM-9:0	-T	:30	1 \$1,800.001	5.80 NM	1	\$1,800.0
FOX N	EWS AT 9	)	W-1 9-10p		(3.001 141-3.4	30 1 101)			I		
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10	·······	10/28/12	-T		\$1,800.00	5.80					
19 4	10/24/1	2 10/24/12	M-F 9-10p M-F 9-10p	CM-All	9-10p (9:30 PM-10	W	:30	1 \$1,800.001	5.80 NM	1	\$1,800.0
FOX N	EWS AT 9	)	M-1 9-10p		(3.50 F WF 10	.00 F W)			[		
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 10		10/28/12	W		\$1,800.00	5.80					
20 4	10/25/1	2 10/25/12	M-F 9-10p M-F 9-10p	CM-AII	9-10p (9:30 PM-10	T	:30	1 \$1,800.001	5.80 NM	1	\$1,800.0
FOX N	EWS AT 9	)	W-1 9-10D		(3.30 T W-10	.001 1/11)					
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10	***************************************	10/28/12	T		\$1,800.00	5.80					
21 4	10/26/1	2 10/26/12	M-F 9-10p M-F 9-10p	CM-All	9-10p (9:00 PM-9:3	F	:30	1 \$1,800.001	5.80 NM	1	\$1,800.0
FOX N	EWS AT 9	)	W-1 9-10p		(3.00 ) 184-3.3	50 1 WI)					
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10		10/28/12	F		\$1,800.00	5.80					
22 4	10/29/12	2 10/29/12	M-F 9-10p	CM-All		M	:30	1 \$1,800.001	5.80 NM	1	\$1,800.0
FOX N	EWS AT 9	)	M-F 9-10p		(9:30 PM-10	.00 MINI)					
		_End.Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		11/04/12	M		\$1,800.00	5.80					
23 4	10/25/12	2 10/25/12	World Series		6p-CC	T	:30	1 \$3,000.001	15.00 NM	1	\$3,000.0
			World Series on	⊦FOX							



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Contract / Revision

584150

Flight Dates 10/23/12-10/29/12

**Hiatus Dates** 

<u>Original Date / Revision</u> 10/17/12/ 10/17/12

Order Sep

Advertiser Missouri PMCSA

Product MISSOURI PMCSA

Estimate # C23C29

00:15:00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Davs	Len Spots	Rate Pri	Rtg Type	Tota Spots	als Amount
E 23	4	10/25/12	10/25/12		CM-All	6p-CC	T		\$3,000.001	15.00 NM		\$3,000.00
WORLD SERIES												
٧	<u>Sta</u> /eek: 10		End Date 10/28/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$3,000.00	<u>Rating</u> 15.00					
										Tatala	ሳሳ ሶ	04.075.00

Totals

23 \$21,875.00